

**NEWS RELEASE
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**SPEEDERS FEELING “100 DAYS OF SUMMER H.E.A.T.”
LABOR DAY LAUNCH OF STATEWIDE SPEED CRACKDOWN**

(ATLANTA) Georgia’s Highway Safety Office issues a statewide warning to high-risk drivers this Labor Day travel period: “Speed kills! Slam the brakes on your high-speed driving habits now!”

(GEORGIA) Speeding is risky business behind the wheel and this summer marks the fifth consecutive year that waves of law enforcement patrols in 159 counties are mobilizing to stop Georgia’s aggressive and high-speed drivers who make our highways dangerous for the safe drivers across Georgia.

Law enforcement agencies across the state are once again rolling-out the **100 Days of Summer H.E.A.T.** enforcement initiative with police, sheriff’s deputies and State Troopers to crack down on the worst offenders. **H.E.A.T.** stands for **“Highway Enforcement of Aggressive Traffic.”**

From Memorial Day through the Fourth of July and Labor Day holidays, the **100 Days of Summer H.E.A.T.** campaign is a multi-jurisdictional highway safety enforcement strategy designed to reduce high-fatality crash-counts during the potentially deadly summer holiday driving period. “Our highway safety data shows speed, impaired driving and unrestrained driving are still the top three causes of fatality crashes, not just during the summer holidays, but throughout the year,” said Director Bob Dallas of the Governor’s Office of Highway Safety (GOHS).

“**Summer H.E.A.T.** is one of the longest, toughest, most ambitious highway safety initiatives ever launched in this state and the **H.E.A.T.** message to Georgia’s high-risk drivers is clear,” said GOHS Director Dallas. “It’s time to drive sober, buckle-up, secure the kids in their safety seats, and obey the speed limits during the summer holiday driving period.”

The summer-long enforcement campaign is also designed to make those high-risk drivers feel the **H.E.A.T.** on their checkbooks, license points and insurance rates. **H.E.A.T.** means citations for speeding and aggressive driving.. Tickets for failing to buckle-up their kids or wear safety belts.. And jail time for drunk and drugged driving.

Georgia’s Highway Safety Director says there’s another common sense advantage to slowing down this summer and that’s saving money. “It’s a scientific fact that speeding wastes gas.. And it’s highway wishful fiction that speeding is going to get you to your destination all that much sooner,” said Dallas. “With summer gas prices spiking above \$4.00 a gallon, motorists should regard speed as a costly formula for both high fines and higher fuel costs.”

“Your car’s fuel efficiency begins to rapidly decrease at speeds over sixty-mph. Your own lead-foot can lower your gas mileage by 5-percent around town and as much as 33-percent at highway speeds,” said Dallas. “For all those high-risk drivers who don’t seem to care if speed is a killer on our roads, maybe it matters if it’s murder on their wallets. We already know driving at the speed limit saves lives *and* it saves gas. Why not do *both* this Labor Day?”

All across Georgia this Labor Day holiday, **H.E.A.T.** officers with ticket books are waiting for speeders who don’t follow the highway safety warning.

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